

## Sample Social Media Content

### Hashtags

Hashtags are a great way to track the meaningful conversations that happen on social media.

When possible please use these hashtags when mentioning activities around Performance & Learning Month:

#I4PL #plmonth

Other hashtags that can be used are:

#calgary	#saskatoon	#learning	#hr	#performance	#vancouver	#victoria
#montreal	#ld	#ctdp	#ctp	#halifax	#nfld	#learning
#winnipeg	#kw	#waterloo	#guelph	#durham	#peelhalton	

**Below are some sample text to start the creative juices flowing when creating social media content:**

Tonight we are hosting our first Performance & Learning Month event at XXXXX with special guest XXXXX #plmonth #I4PL

Love that @workplace makes #ld and #performance a priority #plmonth

We'd like to thank XXXX sponsor for their ongoing support of #I4PL and #plmonth

We had a great time at our Performance & Learning Month social/event/lunch #plmonth #i4pl

Our event featuring @XXXXX invigorated the audience tonight/last night

Thank you to the City of XXXX for recognizing Performance & Learning Month #plmonth #i4pl

We're here with #chapterleader @xxxxxxx at tonight's amazing #plmonth event!